ABSTRACT OF THE DISCLOSURE

A method for organizing and presenting material content on a display to a viewer, the method comprising: mapping a plurality of display windows within a virtual three-dimensional space so that each display window is allocated a specific and predetermined position in the space, rendering each display window in three-dimensional perspective according to its position and angle relative to a viewer's virtual position in the virtual space, cross-referencing the position of each display window to a storage location of the material content that is designated to be rendered in that particular display window at a particular time based on at least one predetermined condition, allocating at least part of the three-dimensional virtual space to display windows whose content is not chosen or determined by the viewer, selecting, retrieving and preparing material content for possible subsequent display according to a predetermined algorithm, selecting and rendering prepared material content within its cross-referenced display window according to a predetermined algorithm, providing a means of virtual navigation that changes the viewer's position in the space in such a manner as to simulate movement through a plurality of predefined channels in the virtual space.

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